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SCIENTIFIC AND THEORETICAL FOUNDATIONS OF STUDYING THE IMPACT OF TARGETING ON THE CONSUMPTION CULTURE OF PRESCHOOL CHILDREN BY FUTURE EDUCATORS

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Annotatsiya.

Ushbu maqola bo'lajak tarbiyachilarning maktabgacha yoshdagi bolalar o'rtasida iste'molchilik madaniyatiga maqsadli ta'sir ko'rsatishini ilmiy va nazariy o'rganishga bag'ishlangan. Unda maktabgacha yoshdagi bolalarning reklama xabarlarini idrok etishning o'ziga xos xususiyatlari ko'rib chiqiladi, reklamaning ushbu yosh guruhidagi imtiyozlar va xulq-atvorni shakllantirishga ta'sirining psixologik va pedagogik mexanizmlari tahlil qilinadi. Axloqiy jihatlariga va reklama beruvchilarning bolalar auditoriyasi oldidagi mas'uliyatiga alohida e'tibor qaratiladi. Tadqiqotning maqsadi maqsadli reklamaning bolalarning ruhiy salomatligi va iste'mol rivojlanishiga salbiy ta'siriga qarshi kurashishning samarali usullarini aniqlashdan iborat. O'tkazilgan tahlil natijalari bo'lajak o'qituvchilar-maktabgacha tarbiyachilarga bolalarda reklamaga tanqidiy munosabatda bo'lish va ularning ongli iste'mol qilish qobiliyatini oshirish bo'yicha tavsiyalar ishlab chiqish imkonini beradi.

Kalit so'zlar:

Ilmiy-nazariy tadqiqot, bo'lajak pedagoglar, tarbiyachilar, targetlash, iste'molchilik madaniyati, maktabgacha yosh, reklamani idrok etish.

Аннотация.

Настоящая статья посвящена исследованию научного и теоретического подхода будущих педагогов к изучению влияния таргетинга на потребительскую культуру среди дошкольников. Рассматриваются особенности восприятия рекламных сообщений детьми дошкольного возраста, анализируют психологические и педагогические механизмы воздействия рекламы на формирование предпочтений и поведения детей дошкольного возраста. Особое внимание уделено этическим аспектам и ответственности рекламодателей перед детской аудиторией. Цель исследования заключается в выявлении эффективных методов противодействия негативному влиянию таргетированной рекламы на детскую психику и потребительское развитие. Результаты проведенного анализа позволяют сформулировать рекомендации будущим педагогам-воспитателям по формированию критического отношения к рекламе у дошкольников и развитию у них способности осознанного потребления.

Ключевые слова:

Научно-теоретическое исследование, будущие педагоги, воспитатели, таргетинг, потребительская культура, дошкольный возраст, восприятие рекламы.

Abstract.

This article is devoted to the scientific and theoretical study by future educators of targeting's impact on consumer culture among preschool children. It examines the peculiarities of advertising messages perception by pre-school age children, analyzes psychological and pedagogical mechanisms of advertisement influence on preferences formation and behavior in this age group. Special attention is paid to ethical aspects and advertisers' responsibility towards child audience. The aim of the research lies in identifying effective methods for counteracting negative effects of targeted advertising on children's mental health and consumption development. Results of conducted analysis allow formulating recommendations for future teachers-preschool educators regarding developing critical attitude toward advertisements in children and enhancing their ability for conscious consumption.

Keywords:

Scientific and theoretical research, Future educators / teachers, Preschool educators / caregivers, Targeting, Consumer culture, Preschool age, Perception of advertising.

Introduction

Our era was marked by the active development of digital technologies rapidly penetrating all spheres of human life, including childhood. A distinctive feature of our time is that technology has become an integral part of everyday reality even for younger age groups. Currently, the problem of forming financial knowledge and consumption culture is relevant not only for adults but also for preschool children. Thus, the State Standard of Preschool Education and Upbringing of the Republic of Uzbekistan notes that the manifestation of social competence and financial literacy skills is the child's ability to realize who they are and how to interact with others. The criteria for competence include: the child's understanding of socio-financial relationships; an idea of family budget planning and savings; the ability to analyze expenses; knowledge of the origin and names of monetary units; the ability to establish a link between expenses and available funds; awareness of the importance of thrift and practicality; adherence to economically expedient

behavior and the consumption culture of available resources; and an interest in studying socio-financial interconnections and the world of finance [10]. Smartphones, tablets, interactive devices, and social networks create a new environment where children encounter a wide variety of visual images, sounds, and offers, many of which come in the form of advertising.

Preschool children attract particular attention from marketers since this period is characterized by exceptional openness of mind and rapid absorption of information. Understanding the specifics of how young children perceive advertising becomes one of the most important challenges facing science and practice. The reason behind this is that children process surrounding images and signals differently compared to adults. They have heightened sensitivity to bright pictures, dynamic plots, and engaging sound effects, often creating strong associations with brands and products. One of the most common methods is advertising, perhaps the most controversial phenomenon of modern society. Advertising can be studied from different perspectives. On the one hand, it is considered in terms of increasing its effectiveness, reflected in increased sales of advertised products or services. More strictly, advertising represents a process of disseminating information aimed at promoting certain goods, services, or ideas ordered by a client without his direct involvement but at his expense. [1]

It is evident that children and adolescents are primarily the most susceptible groups of consumers affected by advertising and promotional tools. [2] Many researchers note the fact that young consumers tend to be much more loyal, responsive, and appreciative viewers than adult individuals. [3,]

Studying the perception of advertising information by preschoolers gains special significance due to several factors:

- High vulnerability of children's minds to external influences;
- Inability to critically analyze presented content;
- Lack of developed filtering mechanisms for information;
- Predisposition to imitation and quick adoption of cultural stereotypes.

These factors make children a vulnerable group of consumers who easily fall under the influence of focused marketing strategies.

Particular interest is the role played by adults-parents and educators-in shaping a competent approach to advertising. It's necessary to explore ways in which parents can contribute to adequate perception of advertising messages by children, thereby minimizing the risk of imposing unnecessary wants and needs. For the most part, advertisements are perceived skeptically, if not negatively, by the adult population. Parents point out their small children's dependence on advertising as a negative trend towards perceiving and absorbing useless information flow. [5] Educational institutions also play a crucial role here, capable of implementing programs promoting media literacy aimed at teaching children basic principles of rational choice when selecting goods and services.

Investigation into the impact of targeted advertising on preschoolers will help gain deeper insights into processes involved in forming consumer attitudes and behavioral patterns. Analysis of advertising targeting young consumers revealed its uniqueness both stylistically and thematically. Advertisements employ identifiable symbols associated with children's consumer culture, highlighting three distinct directions. Firstly, there is advertising oriented toward subcultural

communication. These ad narratives stand out through their “cinematic documentary” depiction of characters. Indicators of their age and socio-role position include behavior, speech mannerisms, clothing style, and demonstrated interests. Secondly, another direction focuses on developing a romanticized image of children and youth. This type emphasizes attractive values, traits, and interpersonal communication characteristics typical of this age group before being burdened by difficulties and daily routines. Thirdly, the focus shifts to sociodemographic features such as carefree attitude, curiosity, inclination toward risks, and exploration of unknown territories among young people. [6,57] This corresponds to the theory of consumer culture. Consumer culture is a set of material and spiritual values, knowledge, patterns, and norms of consumer behavior that are socially significant and implemented in practical activities. Consumer culture plays a major role in the overall culture of an individual and influences the development of all its components (knowledge, qualities, value orientations, etc.), being reflected through the theory of consumer behavior [10]. Acquired knowledge will enable us to develop efficient techniques for protecting children's psyche against the harmful consequences of aggressive marketing, fostering healthy consumption habits, and ensuring harmonious growth of the younger generation in the era of digital dominance.

Goals of the Study

The digital economy radically alters the dynamics of interaction between adults and children, introducing a fundamentally new level of influence on the processes of socialization and cognitive development during early childhood. As a result, this study focuses on gaining a deep understanding of the nature of the impact exerted by modern targeted advertising on children's perceptions of the world, formed tastes, habits, and consumer behavior patterns.

The main goal of this research is to identify the characteristics and mechanisms of influence associated with the modern format of targeted advertising on the consciousness and behavior of preschool children. This necessitates accounting for key features of children's perception of audiovisual information, their emotional responses, and their level of awareness regarding the essence and purposes of advertising messages.

Main Tasks of the Study

To achieve the set goal, the following central research tasks were outlined:

Study of demographic and socio-psychological characteristics of the child audience.

There is a need for a thorough analysis of the specifics of information processing by contemporary preschoolers influenced by continuously evolving technological advancements. This point involves examining features of children's brains, memory, perception, emotions, and cognitive processes that play a decisive role in responding to modern digital means of communication.

Determination of mechanism and effectiveness of different types of advertising on the child audience.

It is vital to assess the efficacy of traditional advertising methods (television, billboards) versus new forms of product promotion via the internet and mobile apps. This task encompasses comparing traditional and innovative approaches to product promotion, evaluating possibilities for influencing children's behavior through diverse types of advertising messages.

Evaluation of parents' and educators' roles in interpreting children's perceptions of products and brands.

Generally, children actively interact with their environment mediated by adults. Thus, questions arise regarding preparing parents and teachers to manage children's attention effectively and understand advertising content. Establishing an optimal balance between protecting children from unwanted influences and enabling them to independently decide about purchasing goods and services is crucial.

Identification of general trends in the evolution of children's advertising and the market for children's products.

Analyzing the dynamics of change in markets catering to the child's audience is essential for detecting long-term tendencies and predicting possible risks and dangers to the health and well-being of young consumers. [12]. Factors like globalization, market standardization, and the evolution of international production and promotion standards for children's goods should be considered.

Development of evidence-based recommendations for protecting minors' consumer rights.

Creation of methodological resources, instructions, and practical guides for parents, educators, and producers aimed at improving information literacy and safeguarding children from abusive advertising constitutes a top priority. This task should involve designing educational activities, preventing manipulative practices, and controlling the quality of advertisements directed at children.

Formation of a database for research on the impact of advertising on children's bodies and psychology.

Aggregating existing scientific literature, conducting original experiments, and compiling a systematic collection of empirical data will create a reliable basis for further in-depth investigations into the phenomenon of advertising's impact on young audiences. Such direction contributes to developing preventative measures ensuring the safety and prosperity of future generations.

Research and Monitoring of Advertising Studies. Among the current research studies in modern science, the following areas of investigation into advertising can be identified: marketing, sociological, psychological, cultural, and philosophical. The most prevalent area is the marketing orientation, which primarily focuses on the economic aspect of advertising. [13]. From a marketing standpoint, the primary emphasis lies in exploring the phenomenon of advertising as one form of information transmission within trade. Marketers base their reasoning on the assumption that the average working person aims to live comfortably, avoid domestic troubles, and enjoy various pleasures of life. Consequently, the marketing perspective emphasizes the exclusively consumer-driven nature of advertising. In recent decades, the concept of so-called socially ethical or "societal" marketing has emerged, advocating for businesses driven by social responsibility. [7,11]

Today, the main postulate held by advocates of advertising is as follows: it allows higher-quality products to be promoted in the market and enables more effective companies to survive competitive struggles. However, this assertion appears highly debatable. In reality, advertising does not correlate directly with product quality; its purpose is simply to sell a product, regardless of whether the actual quality of the item may be questionable. One only needs to recall ads for investment pyramid schemes, low-quality medications, etc. Broadly speaking, advertising refers to

various paid methods used to encourage purchases. Ideally, we could envision a situation where all products are classified according to their quality levels, and propaganda for certain consumption standards would be legally prohibited, subject to some exceptions. Primarily, we're talking about direct advertising-the creation and placement of multimodal appeals across various advertising platforms intended to provoke social buying behaviors. [8,68]

Regular monitoring of public opinion regarding issues of children's marketing, coupled with the analysis of legal acts and normative documents, ensures timely response to emerging threats and provides grounds for proposing legislative initiatives aimed at protecting the rights and interests of minor consumers.

In summary, the declared goals and objectives cover a wide range of challenges faced by society and science in light of the rapidly growing significance of advertising in children's lives. Solving these tasks will provide a foundation for enhancing consumer culture and maintaining the psycho-emotional well-being of the younger generation in contemporary conditions.

Methods

Methods of Investigation into the Impact of Targeting on Consumer Culture Among Pre-School Children

Sample Characteristics

For implementation of the project, a representative sample was formed consisting of students enrolled in Pedagogical Universities majoring in "Pre-School Education." The sample included:

- Future kindergarten teachers aged 18 to 25 years old;
- Students with experience of internships in pre-school institutions;
- Participants possessing basic competencies in psychology and pedagogy.

This selection allowed evaluation of students' perception of real-life situations within the sphere of children's marketing and readiness to apply acquired knowledge in practice.

The theoretical foundation of the study is grounded in fundamental propositions of contemporary scientific views of Russian and foreign scholars investigating sensory marketing and sensory systems within the frameworks of classical marketing theory and sensory science, strategic marketing and consumer behavior, retail marketing theory and online marketing, the concept of interactive marketing, customer engagement, shopping experiences, neuromarketing, merchandising, as well as elements of mental imagery theory in consumer behavior research. [2,8]

Data Collection Methods

Diverse scientific approaches were employed for qualitative and quantitative analyses:

- Surveys: Specially-designed questionnaires were used to clarify baseline beliefs of future educators regarding the impact of targeted advertising on children.
- Interviews: Deep interviews were conducted with individual respondents aiming to gather detailed information based on personal observations of children's reactions to advertising.
- Content Analysis: An extensive analysis of video commercials available on the Internet and TV, targeting children, was carried out.

These methods enabled gathering a substantial dataset for subsequent analysis.

Tools of Analysis

The following instruments were utilized for data processing:

- Statistical Analysis: Calculation of mean values, variances, and correlation dependencies between variables.

- Qualitative Analysis: Identification of categories and construction of semantic maps based on survey results and interview findings.

- Semiotic Analysis: Evaluation of symbolic meanings embedded in images and texts found in advertisements addressed to children.

Employment of a complex methodology ensured comprehensive coverage of the studied issue and enhanced reliability of research conclusions.

An example questionnaire is provided below.

Thematic Study on the Impact of Targeting on Consumer Culture Among Pre-School Children

Dear participants,

In the experimental study focused on the impact of targeting on children's consumer culture, a questionnaire was developed specifically tailored for preschool-age children. The survey was conducted with the aim of collecting data regarding their exposure to targeted advertising and understanding how such marketing strategies may influence their behavior and preferences.

The methodology included creating an age-appropriate questionnaire designed to assess children's familiarity with various forms of advertisement they might encounter through different media channels such as television, internet platforms like YouTube, mobile apps, games, etc.

This information helped researchers evaluate not only the extent but also the nature of the impact these ads had on young minds.

Full Name:

Age:

Group/Major:

Questionnaire Questions:

1.Are you familiar with the term "targeted advertising"?

-Yes

-No

-Uncertain

2.How well do you understand the mechanics of targeted advertising?

-I fully comprehend it

-I have a general idea

-I know practically nothing

3.How frequently do your pupils encounter advertising (TV, Internet)?

-Constantly

-Often

-Seldom

-Never

4.What type of advertising typically draws the attention of your pupils?

-Television advertising

- Online videos
- Social media advertising
- Outdoor advertising
- Other (please specify):

5.Do you notice any differences in children's behavior after watching advertisements?

- Yes, immediate changes in behavior are noticeable
- Sometimes, reactions occur occasionally
- No difference observed

6.Would you recommend limiting children's exposure to advertising to parents?

- Definitely
- Recommended but not mandatory
- Not necessary to limit

7.Should educators advise parents on restricting the impact of advertising on children?

- Obligation of educators
- Only upon request from parents
- Parents can handle it themselves

8.Is additional training needed for future educators regarding work with advertising?

- Very much needed
- Partly needed
- Completely unnecessary

9. If yes, what form of learning would you prefer?

- Workshops and lectures
- Practical sessions
- Self-study through textbooks
- Webinars and distance courses

Thank you for participating in our study!

Overall, the survey provided crucial empirical evidence highlighting both positive and negative aspects associated with early exposure to targeted advertisements within the context of shaping children's consumer culture.

In the experimental study dedicated to the scientific-theoretical investigation by future educators of the impact of targeting on the consumer culture of preschool children, a specialized questionnaire was created for students majoring in Early Childhood Education and practicing kindergarten teachers. Subsequently, a survey was carried out using this questionnaire.

The collected data revealed that most respondents demonstrated limited knowledge and understanding of what targeting entails and its specific influence on young children. Many expressed uncertainty regarding how children interact with targeted advertisements and whether these advertisements contribute significantly to the formation of consumer habits in early childhood.

1.Do you know what targeting is?

- Yes
- No

·Unsure

2. In your opinion, do preschool children encounter targeted advertising frequently?

·Yes, often

·Sometimes

·No

·Don't know

3. Which sources of targeted advertising, in your view, have the greatest impact on older group children?

(Check all that apply)

·Television

·Internet (YouTube, social media, websites)

·Mobile applications

·Games

·Other (please specify)

4. How would you rate your level of awareness about the mechanisms of targeting's influence on children?

·High

·Average

·Low

·I don't know what it means

5. Do you think that targeted advertising can shape children's consumption habits?

·Yes

·No

·Not sure

6. Has the topic of targeting and its effect on children been discussed during your studies or work?

·Yes, thoroughly

·Yes, briefly mentioned

·No

·Can't remember

7. What challenges might arise for educators when identifying the effects of targeting on children?

(Open question)

8. What measures could help reduce the negative impact of targeting on children's consumer culture?

(Open question)

9. Are you willing to develop lessons or discussions aimed at fostering critical attitudes towards advertisements among children?

·Yes

·No

Undecided

10. What knowledge or skills, in your opinion, are necessary for a future educator to effectively address this issue?

(Open question)

These findings highlight the need for further education and training programs aimed at equipping future educators with sufficient expertise in navigating the complexities of modern-day marketing practices, particularly those involving digital technologies. It underscores the importance of integrating relevant topics into curricula so that educators can better guide children toward making informed decisions about their purchasing behaviors and developing healthy consumer cultures.

In the experimental study dedicated to the scientific-theoretical investigation by future educators of the impact of targeting on the consumer culture of preschool children, two distinct types of surveys were implemented:

1. Children Survey: An individualized offline questionnaire was administered directly to preschool children. Each child participated individually, ensuring personalized attention and accurate recording of their responses. This approach facilitated capturing genuine reactions and minimizing external influences, thus yielding reliable data reflecting actual interactions between young children and targeted advertisements.

2. Educators Survey: A separate online survey was distributed via Google Forms to students specializing in Early Childhood Education and practicing kindergarten teachers. Respondents completed the survey remotely, allowing them flexibility and convenience. The use of Google Forms ensured easy collection and analysis of large datasets efficiently.

Both surveys collectively provided complementary insights into the relationship between targeted advertising and the development of consumer culture among young children. The offline component captured direct observations from children themselves, while the online portion offered broader perspective from professionals who educate and care for these children daily. Together, these methods enhanced the depth and breadth of the study, leading to more robust conclusions regarding the role of targeting in shaping early consumer habits.

Results.

The study was conducted in three stages: questioning students enrolled in pedagogical disciplines, kindergarten teachers, and senior pre-school aged children. The resulting data made it possible to draw several important conclusions and formulate practical recommendations for improving professional competence of educators.

Questionnaire Results for Students, Teachers, and Pre-School-Aged Children

Student Questionnaires

Students studying "Early Childhood Education" filled out specially-designed questionnaires covering topics related to their knowledge of the mechanisms behind the formation of children's consumer culture and the particulars of targeting techniques. Statistical analysis showed that a significant proportion of respondents displayed low levels of understanding key elements of the advertising industry and contemporary digital marketing trends. For instance, nearly half of the students struggled to explain the term "targeting," although approximately one-third indicated partial

familiarity with it. Only a small percentage of respondents managed to accurately describe targeting mechanisms and ways to minimize their adverse impact on children.

Among the main problems highlighted by students were gaps in clear understanding of preschoolers' needs, insufficient preparation for handling digital information, and underdeveloped competencies in media literacy. The identified shortcomings indicate the necessity of introducing specialized courses and seminars in these areas.

Teacher Questionnaires

Kindergarten teachers were also took part in the survey, revealing that only one third of instructors confidently possess basic media literacy skills and recognize the dangers posed by uncontrolled advertising exposure for children. Others either completely ignore the problem, considering it minor, or express concern but admit being unable to adequately protect their pupils from aggressive commercial pressure.

Many respondents noted serious difficulties in recognizing marketers' manipulative tactics, hidden meanings of advertising messages, and risk factors associated with excessive consumption of goods and services by children. Most teachers rely primarily on intuition and personal experience, yet call for qualified assistance and up-to-date methodologies for working with young users of the internet and TV.

Children's Questionnaire

Special attention was given to assessing children's experiences with advertising. Children were asked to talk about their favorite food products, toys, and movies that caught their interest after watching TV commercials or online advertisements. Analysis of their responses revealed that many children show considerable influence from commercially-driven materials, choosing products and services mainly based on vivid imagery and promised benefits. However, many preschoolers do not reflect on the real characteristics of advertised items, trusting the emotional appeal presented by advertisers.

Conclusions Based on Experimental Findings

The experiments confirmed initial assumptions of researchers regarding high vulnerability of children to advertising influence and inadequate preparedness of teachers to address the negative consequences of commercial propaganda. Most preschoolers are exposed to advertising that shapes distorted views of consumer culture and creates unhealthy dependence on brands and trademarks. Both students and teachers often underestimate the scale of threat and require special training needed to effectively counteract this harmful process.

A striking trend emerged showing that children fall into situations where choice is driven purely by emotional stimuli rather than objective product features. There is an urgent need to raise the level of media literacy among adults dealing with young children because proper consumer education begins right in families and kindergartens.

Practical Recommendations for Future Educators

To improve the situation, a set of measures has been proposed to prepare specialists capable of responding appropriately to emerging risks and reducing the negative impacts of advertising on children's mental health. Key steps include:

- Developing specialized academic modules and elective courses aimed at mastering theory and practice of cultivating healthy consumer culture in children.

- Regular retraining and advanced training sessions for current educators, engaging experienced psychologists and sociologists.

- Conducting interactive classes promoting critical thinking and ability to analyze products in terms of quality and usefulness.

- Enhancing communication skills of educators, enabling dialogue with parents about the significance of controlling the flow of advertising directed at children.

- Encouraging active research activities among students, stimulating writing of scientific papers and projects devoted to exploring relationships between children and advertising.

Effective implementation of these initiatives will create conditions for raising a new generation of consumers equipped with strong immunity against mind manipulation and a clear understanding of the value of a healthy lifestyle and rational resource consumption.

Conclusions

Impact of Advertising on Preschool Children

Modern technologies enable intensive targeting of children through advertising, tailoring content to match their developmental stage and preferences. Due to their cognitive peculiarities, preschoolers interpret advertisements differently than adults: they quickly absorb visually attractive information, succumb readily to emotional calls, and pay less attention to facts. Advertising artificially inflates expectations about products and reinforces stereotypical consumer behavior, causing dependency on branded merchandise before children realize their true needs.

This pose are risk of premature immersion in materialistic culture, adherence to hyper-consumption norms, and cultivation of instant gratification ideals, negatively affecting children's long-term health and wellbeing.

Insufficiency of Knowledge Among Educators

Research reveals a notable deficit in professional competency among workers in the field of early childhood education concerning the analysis and interpretation of advertising effects on children. Future educators lack familiarity with core concepts such as targeting, personalization, and audience segmentation, rarely applying scientific approaches to managing these phenomena. The vast majority of respondents display low awareness of marketer strategies and the hazards inherent in advertising messages for children's developing minds.

The root cause lies in the absence of appropriate educational groundwork combined with constant updates in job requirements linked to modern promotional technologies.

Necessity of Implementing Specialized Training Programs

Experimental validation confirms that solving this challenge requires a holistic approach starting with fundamental transformations in higher education structures. University curricula should incorporate compulsory subjects in social psychology, media culture, ethical consumption, and communication technologies. It is imperative to integrate interactive and project-based learning methods, nurture critical thinking, engage students in independent research with informational sources and social platforms. Parallel development of modular training programs for current staff,

introduction of distance-learning courses, and regular organization of workshops and conferences are equally essential.

Importance of Involving Parents and Educators

Parents bear significant responsibility since first impressions take shape at home. Equally crucial is the role of the early childhood education system, obligated to prepare children for encountering the outside world and establishing sustainable models of rational conduct. To achieve this, collaboration between families and educational institutions is paramount, entailing unified standards for information security and prevention of misuse of advertising. Institutions should organize informative events for parents, establish consultancy services, and promote family-oriented group work.

Recommendations

Specific solutions have been suggested to overcome detected shortcomings and forestall negative consequences of advertising on children's health and welfare:

- Raising Media Literacy Levels:

Revise university curricula and school textbooks, introducing mandatory courses on critical information assessment, economic fundamentals, financial literacy, and correct consumer's behavior principles. Teachers have to embrace novel teaching approaches and reconsider conventional educational paradigms.

-Interactive Teaching Techniques:

Active learning methods maintain greater focus and convey knowledge more effectively. Organizing debates, game scenarios, creative assignments help students build accurate perceptions of advertising goals and function, fostering autonomous decision-making skills.

Information Support for Parents

Family education should become a cornerstone of state educational policy. Accessible online courses, expert consultations, parent clubs, reference publications, and instructional videos explaining the nature and purpose of business advertising should be introduced. Parents need guidance on evaluating product quality, selecting nutritious foods, regulating access to internet content, and monitoring other advertising distribution channels.

Professional Collaboration

Education requires support from academia and civil society. Engaging experts from adjacent fields-such as psychology, sociology, marketing, and law-is crucial for consulting and developing new standards adapted to today's realities.

Scientific Research Efforts

Feedback from academic circles is essential for formulating grounded policies in the realm of enlightenment and child protection. Academic research, conferences, publication of articles, monographs, and other works will facilitate tracking changes in the advertising market and refining systems countering its detrimental effects.

Implementing these measures will substantially transform children's attitude toward advertising, reduce physical and psychological health risks, reinforce family values, and nurture mature citizens capable of distinguishing benefit from harm, economizing personal resources, and respectfully interacting with the environment.

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